Kodak
TRADEMARK

Kodak's method of recording was invented too soon

If photography had been invented during the past five years instead of way back early in the 19th century, people wouldn't be working so hard and spending so much money looking for other ways to accomplish what photography can already accomplish.

The antiquity of photography illogically blinds some to its virtues. To the extent (slight, it must be admitted) that this delays its application to practical problems that it can solve today, the blindness is unfortunate though understandable.*

*We ourselves are not blind. We know that there are many ways of producing images. We are investigating a lot of them.

VIRTUE No. 1 is simplicity. Here is a picture of the basic amplifier used in photography.

This amplifier can provide a gain of 10^9. There is a genie in the bottle. We know him very well.

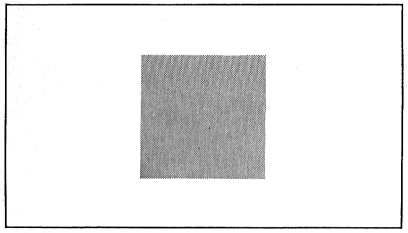
Some, whose impressions were formed while working out for the merit badge in photography, still think of summoning up the genie by retiring to a little darkroom and pouring him out of his bottle into a white enameled tray. Therefore, they think of him as always all wet, and this thought discourages them.

We hereby advise them that we can put the genie to work for them by any of a growing number of techniques in which the wetness hardly shows. It's an engineering problem, not a scientific problem. We have a goodly number of engineers who are very competent in the field and are available under suitable arrangements.

This newly announced Eastman Viscomat Processor is a sample of their past work. It does 36 feet per minute. This happens to be the rate at which film runs through a projector. The film spends about one minute in the processor. It emerges processed to standard commercial quality, ready to project. The machine can be stopped for seconds or days and restarted without loss of quality. We are very touchy about processing quality, since we are also film-makers by trade and feel a need to keep our faith in photography.

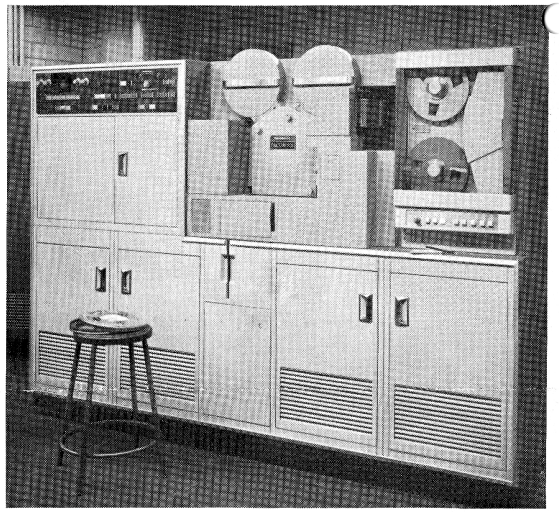
VIRTUE No. 2 is information-packing density. Nothing else is even close to photography in this respect.

Look at this one-inch square. As you will see, if



you whip out your pocket magnifier, it is composed of the familiar halftone dots. You see about 10,000 dots. Into the same area, photography could have put the same number of *pages* of the Encyclopaedia Brittanica and recovered every character of them!

We can trade off a little of this extreme information density for more light-sensitivity and pack only 10^8 bits of information into a square inch of film. This figure is still hard for non-photographic techniques of data-recording to match. Furthermore, it is not just a goal we are working toward. It is available in a film we have actually manufactured by the thousands of feet.



This Recordak Dacom Recorder permits a computer to unburden itself directly to microfilm. Microfilm is the proper medium for massive detail. Paper need come in, if at all, only at the end of the line for summaries and conclusions. Any part of the supporting data is available for visual scrutiny, if desired. Modifications permit plotting on microfilm from taped data, 2500 points per second, very close, very linear, very repeatable, very little film from very much tape.

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To ask questions about how Kodak can create useful results from the information-packing density, the incomparable sensitivity, and the essential simplicity of photography; or for a general book that inventories the interconnected capabilities of the Kodak *force in being* in our five fields, write or phone Advanced Planning Department,

EASTMAN KODAK COMPANY, *Apparatus and Optical Division, Rochester 4, N. Y.*

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